

## Message Text

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PAGE 01 LONDON 05079 281714Z

ACTION EB-08

INFO OCT-01 EUR-12 EA-09 ISO-00 COME-00 TRSE-00 ITC-01  
STR-04 /035 W

-----282134Z 011177 /66

R 281749Z MAR 77

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 2015

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY THE HAGUE

AMEMBASSY TOKYO

AMEMBASSY TAIPEI

USMISSION OECD PARIS

UNCLAS LONDON 05079

E.O.11652: N/A

TAGS: ETRD, UK

SUBJECT: U.S. ESCAPE CLAUSE CASE ON T.V. RECEIVERS

REF: (A) STATE 62736; (B) 76 LONDON 15268; (C) 76  
LONDON 17718

1. IN RESPONSE TO REF A, THE FOLLOWING INFORMATION CONCERNS UK TRADE RESTRAINTS ON T.V. IMPORTS. REFS B AND C CONTAIN EARLIER BACKGROUND INFORMATION ON RESTRICTIONS CONCERNING JAPAN AND TAIWAN.

2. THE UK MAINTAINS TWO FORMAL RESTRAINT PROGRAMS ON T.V. IMPORTS, BOTH DEALING WITH MONOCHROME RECEIVERS ONLY.

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PAGE 02 LONDON 05079 281714Z

(A) IN NOVEMBER, 1976 THE UK GOVERNMENT, IN CONJUNCTION WITH THE EC COMMISSION, PLACED QUANTITATIVE RESTRICTIONS ON IMPORTS OF PORTABLE B/W SETS FROM TAIWAN. A LIMIT OF 70,000 RECEIVERS WAS SET FOR THE PERIOD FROM OCTOBER 1, 1976 TO DECEMBER 31, 1977. WE UNDERSTAND THAT APPROXIMATELY 35,000 TAIWANESE B/W SETS WERE IMPORTED THROUGH JANUARY, 1977, LEAVING 35,000 SETS TO BE LICENSED FOR

ALMOST ALL OF 1977. THE UK ACTION WAS TAKEN BECAUSE OF THE EXTREMELY RAPID RISE IN TAIWANESE IMPORTS IN 1976, AND BECAUSE TAIWAN ACTS AS THE PRICE LEADER IN THE UK PORTABLE B/W MARKET.

(B) THE UK ALSO MAINTAINS QUOTA RESTRICTIONS ON MONO-CHROME RECEIVERS OF SIX AND NINE INCHES FROM THE USSR. THE QUOTA FOR 1977 IS 20,100 UNITS. PRIOR TO 1977 THE RESTRICTION WAS EXPRESSED IN VALUE TERMS: 375,000 POUNDS (CIF) ANNUALLY.

3. WE UNDERSTAND THERE IS A VOLUNTARY ARRANGEMENT BETWEEN THE INDUSTRIES OF THE UK AND JAPAN REGARDING IMPORTS OF COLOR T.V. SETS INTO BRITAIN, EVEN THOUGH THIS IS NOT ADMITTED BY THE UK GOVERNMENT (SEE REFS B AND C). PERIODICALLY, THE RESPECTIVE INDUSTRY ASSOCIATIONS MEET AND THE UK SIDE "PREDICTS" THE SIZE OF THE BRITISH MARKET FOR THE COMING YEAR, WHILE THE JAPANESE REPRESENTATIVES "FORECAST" THE MARKET SHARE THEY SEE THEIR PRODUCERS TAKING. WE UNDERSTAND THE JAPANESE ARE PREDICTING THAT NOT MORE THAN 10 PERCENT OF TOTAL UK DOMESTIC SALES WILL COME FROM JAPAN DURING 1977 (I.E. ABOUT 130,000 SETS). UK GOVERNMENT OFFICIALS ARE ALWAYS INSISTENT THAT THIS PROCEDURE IS NOT AN "AGREEMENT" BETWEEN THE TWO COUNTRIES.

4. THE UK MAINTAINS AN IMPORT LICENSING SCHEME FOR ALL TELEVISION SETS, EXCEPT THOSE FROM ITS EUROPEAN COMMUNITY PARTNERS. THE SYSTEM IS USED TO MONITOR IMPORTS SO THAT LEVELS ARE QUICKLY APPARENT TO THE UK GOVERNMENT. EX-UNCLASSIFIED

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PAGE 03 LONDON 05079 281714Z

CEPT FOR THE FORMAL RESTRAINT ARRANGEMENTS NOTED IN PARAS 1(A) AND 1(B) ABOVE, REQUESTS FOR LICENSES ARE GRANTED AUTOMATICALLY WITH ONLY 1-2 DAYS REQUIRED TO COMPLETE THE PROCESS.

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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